ORDER



35865 Order / Rev: Orders Alt Order #: 08802358

Product Desc:

Estimate:

Flight Dates:

Original Date / Rev: Order Type:

10/03/12 - 10/09/12 09/26/12 / 09/26/12

GENERAL

Nebo Media

Jessica Murray

ISSUE

Primary AE:

Sales Office:

Sales Region:

Mike Jones K-WAS

National

Agency

Name:

Buying Contact:

Billing Contact:

3299 K Street NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

09/04/11

00:10:00

Broadcast EOM/EOC

Cash

Advertiser

Name:

Demographic:

Product Codes: Priority:

Revenue Codes:

NRSC

A35+

PO4 LV2

AGY, POL, ISS

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	Start Date End Date		Gross Amount	Net Amount		
10/01/12	10/09/12	58	\$91,950.00	\$78,157.50		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	58	\$91,950.00	\$78,157.50	0.00
Totals	58	\$91,950.00	\$78,157.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	31%	\$91,950.00		
Market	100%	\$296,612.90		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	18%	\$53,390.32
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	17%	\$50,424.19
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
1	8	10/03/12	10/05/12	8 News Now 6a M- 8 News Now 6a M-		6-7a	WTF	:30	\$1,200.00LV1	0.00 NM	2	\$2,400.00
	NEWS											
	St	art Date	End Date	Weekdays S	Spots/Week	Rate	Rating					
V	leek: 10	0/01/12	10/07/12	WTF	2	\$1,200.00	0.00					
2	8	10/08/12	10/09/12	8 News Now 6a M- 8 News Now 6a M-		6-7a	MT	:30	2 \$1,200.00LV1	0.00 NM	2	\$2,400.00

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KLAS

Order / Rev:

35865

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Product Desc:

ISSUE

Flight Dates:

10/03/12 - 10/09/12

Estimate:

Rate Pri Rtg Type Spots Ln Ch End **Inventory Code** Break Start/End Time Days Len Spots Amount Start **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 0.00 Week: 10/08/12 10/14/12 MT----\$1,200.00 10/03/12 10/05/12 CBS This Morning 7-9a CM 7-9a --WTF--:30 \$1,000,00LV1 0.00 NM 2 \$2,000.00 3 **CBS This Morning EARLY SHOW** Start Date **End Date** Weekdays Spots/Week Rating Rate --WTF--2 \$1,000.00 0.00 10/07/12 Week: 10/01/12 \$2,000.00 10/08/12 10/09/12 CBS This Morning 7-9a CM 7-9a MT----:30 2 \$1,000,00LV1 0.00 NM 2 **CBS This Morning EARLY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 MT----2 \$1,000.00 0.00 Week: 10/08/12 --WTF--:30 \$850.00LV2 0.00 NM 2 \$1,700.00 10/03/12 10/05/12 Live w/Kelly CM 9-10a Live With Regis & Kelly **KELLY** Spots/Week Rating Start Date **End Date** Weekdays Rate 10/07/12 --WTF--0.00 Week: 10/01/12 \$850.00 СМ MT----:30 \$850.00LV2 0.00 NM \$1,700.00 6 8 10/08/12 10/09/12 Live w/Kellv 9-10a Live With Regis & Kelly **KELLY** Start Date **End Date** Weekdays Spots/Week Rate Rating MT----Week: 10/08/12 10/14/12 \$850.00 0.00 10/03/12 10/05/12 Price Is Right CM 10-11a --WTF--:30 1 \$3,500.00LV1 0.00 NM \$3,500.00 Price Is Right **PRICE** Start Date **End Date Weekdays** Spots/Week Rate Rating --WTF--Week: 10/01/12 10/07/12 \$3,500.00 0.00 :30 1 \$4,500.00LV1 0.00 NM 10/03/12 10/05/12 Y&R CM 11a-12p --WTF--\$4,500.00 8 8 Young & Restless Y&R Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$4,500.00 0.00 8 10/03/12 10/05/12 8 News Now Noon M-F CM 12-1230p --WTF--:30 \$850.00LV2 0.00 NM 2 \$1,700.00 8 News Now Noon M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 --WTF--\$850.00 0.00 10/08/12 10/09/12 8 News Now Noon M-F CM :30 2 \$850.00LV2 0.00 NM \$1,700.00 12-1230p MT----2 11 8 News Now Noon M-F **NEWS** <u>Weekdays</u> **Start Date End Date** Spots/Week Rating Rate \$850.00 0.00 Week: 10/08/12 10/14/12 12 8 10/03/12 10/05/12 1230-2p Soaps/ LMAD CM 1230-2p --WTF--:30 \$900.00LV2 0.00 NM \$1,800.00 Soaps / Let's Make A Deal SOAPS Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 --WTF--\$900.00 0.00 1230-2p Soaps/ LMAD CM \$900.00LV2 0.00 NM 8 10/08/12 10/09/12 1230-2p MT----:30 2 2 \$1,800.00 13 Soaps / Let's Make A Deal SOAPS Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 10/08/12 10/14/12 MT----2 \$900.00 0.00 10/03/12 10/05/12 The Talk 2-3P --WTF--CM 2-3p :30 \$900.00 LV2 0.00 NM 14 8 \$900.00 The Talk TALK Spots/Week Rating Start Date **End Date** <u>Weekdays</u> Rate --WTF--Week: 10/01/12 10/07/12 \$900.00 0.00 10/08/12 10/09/12 The Talk 2-3P :30 \$900.00LV2 0.00 NM \$900.00 8 CM 2-3p MT----The Talk TALK

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KLAS

Order / Rev:

35865

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08802358

Product Desc:

ISSUE

Flight Dates:

10/03/12 - 10/09/12

Estimate:

Rate Pri Rtg Type Spots Amount Start/End Time Days Len Spots **Inventory Code** Break End Ln Ch Start \$900.00 :30 \$900.00LV2 0.00 NM 10/08/12 10/09/12 The Talk 2-3P CM 2-3p 15 8 The Talk TALK Spots/Week Rate Rating Start Date **End Date** Weekdays \$900.00 0.00 Week: 10/08/12 10/14/12 MT----\$2,000.00 2 \$1,000.00LV2 0.00 NM 2 10/03/12 10/05/12 Ellen CM 3-4p --WTF--:30 16 R Ellen **ELLEN** Weekdays Spots/Week Rate Rating Start Date **End Date** --WTF--\$1,000.00 0.00 Week: 10/01/12 10/07/12 2 3-4p MT----:30 2 \$1,000.00LV2 0.00 NM \$2,000.00 CM 10/08/12 10/09/12 Ellen 17 8 Ellen **ELLEN** Start Date **End Date** <u>Weekdays</u> Spots/Week <u>Rate</u> Rating MT----2 \$1,000.00 0.00 Week: 10/08/12 10/14/12 --WTF--10/03/12 10/05/12 :30 2 \$1,300.00LV2 0.00 NM 2 \$2,600.00 8 News Now 4p M-F CM 4-5p 8 News Now 4p M-F **NEWS End Date** Start Date Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 --WTF--\$1,300.00 0.00 2 CM :30 1 \$1,300.00LV2 0.00 NM \$1,300.00 19 10/08/12 10/09/12 8 News Now 4p M-F 4-5p MT----1 8 News Now 4p M-F **NEWS Start Date End Date Weekdays** Spots/Week <u>Rate</u> Rating Week: 10/08/12 \$1,300.00 0.00 10/14/12 \$3,000.00 20 10/03/12 10/05/12 8 News Now 5-630p M-FCM 5-630p --WTF--:30 2 \$1,500.00LV2 0.00 NM 2 8 News Now 5-630p M-F **NEWS** Spots/Week Rating **Start Date End Date** <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 --WTF--\$1,500.00 0.00 10/08/12 10/09/12 8 News Now 5-630p M-FCM MT----:30 2 \$1,500.00LV2 0.00 NM \$3,000.00 21 5-630p 8 News Now 5-630p M-F **NEWS** Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 10/08/12 10/14/12 2 \$1,500.00 0.00 --WTF--22 8 10/03/12 10/05/12 630-7p Inside Edition CM 630-7p :30 \$1,300.00LV2 0.00 NM \$1,300.00 Inside Edition IN EDITION **End Date** Spots/Week Rating Start Date **Weekdays** Rate 10/07/12 --WTF--Week: 10/01/12 1 \$1,300.00 0.00 23 10/08/12 10/09/12 630-7p Inside Edition CM 630-7p MT----:30 1 \$1,300.00LV2 0.00 NM \$1,300.00 Inside Edition IN EDITION **End Date** Start Date **Weekdays** Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$1,300.00 0.00 8 10/03/12 10/05/12 7-8p Rotator CM 7-8p --WTF--:30 2 \$1,300.00LV2 0.00 NM \$2,600.00 7-8p Rotator ET/INSIDER Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating Week: 10/01/12 10/07/12 --WTF--\$1,300.00 0.00 10/08/12 10/09/12 7-8p Rotator CM 7-8p MT----:30 2 \$1,300.00LV2 0.00 NM 2 \$2,600.00 7-8p Rotator ET/INSIDER Start Date **End Date** Spots/Week Rating **Weekdays** Rate MT----Week: 10/08/12 10/14/12 \$1,300.00 0.00 26 10/03/12 10/05/12 8 News Now 11p M-F CM --WTF--:30 2 \$2,200.00LV1 0.00 NM 8 11-1135p 2 \$4,400.00 8 News Now 11p M-F **NEWS** Start Date **End Date Weekdays** Spots/Week Rate Rating --WTF--Week: 10/01/12 10/07/12 0.00 \$2,200.00 10/08/12 10/09/12 CM 11-1135p MT----:30 2 \$2,200.00LV1 0.00 NM 2 \$4,400.00

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KLAS

Order / Rev: 35865
Alt Order #: 08802358

Advertiser:

NRSC

Flight Dates:

10/03/12 - 10/09/12

Product Desc: ISSUE

13302

Estimate:

Ln C	h Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			8 News Now 11p M-F 8 News Now 11p M-F									
NE	EWS		O NEWS HOW 1 IP IN-1									
Weel	<u>Start Date</u> k: 10/08/12	End Date 10/14/12	Weekdays Spot	ts/Week 2	<u>Rate</u> \$2,200.00	Rating 0.00						
28	8 10/03/1	12 10/05/12	Letterman Letterman	CM	1135p-1237a	WTF	:30	2	\$850.00LV2	0.00 NM	2	\$1,700.00
LE	TTERMAN											
Weel	<u>Start Date</u> k: 10/01/12	End Date 10/07/12	Weekdays Spot	ts/Week 2	<u>Rate</u> \$850.00	Rating 0.00						
29	8 10/08/1	2 10/09/12	Letterman Letterman	CM	1135p-1237a	MT	:30	2	\$850.00LV2	0.00 NM	2	\$1,700.00
LE	TTERMAN											
Mod	<u>Start Date</u> k: 10/08/12	End Date 10/14/12	Weekdays Spot	ts/Week 2	<u>Rate</u> \$850.00	Rating 0.00						
			8 News Now 5a M-F	CM	5-6a	WTF	:30	1	\$1,000.00LV1	0.00 NM	1	\$1,000.00
	:ws		8 News Now 5a M-F						.,			
	Start Date k: 10/01/12	End Date 10/07/12	Weekdays Spot	ts/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
31		2 10/05/12	Fri 8-9p	CM	8-9p	F	:30	1	\$8,500.00LV1	0.00 NM	1	\$8,500.00
CS	SI NY		CSI: NY								•	
	Start Date k: 10/01/12	End Date 10/07/12	Weekdays Spot	ts/Week 1	<u>Rate</u> \$8,500.00	Rating 0.00						
32		12 10/07/12	8 News Now 11p Sa/S		11-1135P	SS	:30	2	\$1,100.00LV2	0.00 NM	2	\$2,200.00
NE	EWS		8 News Now Sa/Su 11									
	Start Date	End Date		ts/Week	Rate	Rating						
	k: 10/01/12	10/07/12	SS		\$1,100.00	0.00	-20		CEEO 001 \/4	0.00 NINA		¢550.00
33	8 10/06/1 TEARLY	12 10/06/12	CBS Early Show - Sat. CBS Early Show - Sat.		5-7a	S-	:30	1	\$550.00LV1	0.00 NM	1	\$550.00
34	Start Date	End Date	Weekdays Spo	ts/Week	Rate	Rating					:	
Weel	k: 10/01/12	10/07/12	S-	1	\$550.00	0.00						
35		12 10/06/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p		5-7p (5:00 PM-5:30	s- PM)	:30	1	\$800.00LV2	0.00 NM	1	\$800.00
NE	EWS	End Data	Wookdaya Saa	la MAJaak	Pete	Poting						
Weel	<u>Start Date</u> k: 10/01/12	End Date 10/07/12	<u>Weekdays</u> Spo	ts/Week 1	<u>Rate</u> \$800.00	Rating 0.00						
			Face The Nation Face The Nation	CM		tionS	:30	1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
FA	CE THE NAT	ION									ľ	
Wee	Start Date k: 10/01/12	End Date 10/07/12	Weekdays Spo	ts/Week 1	<u>Rate</u> \$2,500.00	Rating 0.00						
42	8 10/07/	12 10/07/12	8 News Now Sun 5-7p		5-7p	S	:30	1	\$1,500.00LV1	0.00 NM	1	\$1,500.00
NF	EWS		8 News Now Sun 5-7p		(6:30 PM-7:00) PM)						
	Start Date k: 10/01/12	End Date 10/07/12	Weekdays Spo	ts/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00						
		12 10/07/12		СМ	7-8p	S	:30	1:	\$12,000.00LV1	0.00 NM	1	\$12,000.00
60	MINUTES		60 Minutes									
50	Start Date	End Date	Weekdays Spo	ts/Week	Rate	Rating						
Wee	k: 10/01/12	10/07/12	s	1	\$12,000.00	0.00					<u> </u>	
										Totals	58	\$91,950.00